Essential Insights

**Cost-Effective Clinical &
Engagement Services**
Reduced ER visits and delivered
up to 9.7:1 ROI through clinical
support and outreach.

**Seamless Technology
Integration**
Streamlined operations and
improved experience via EPIC
EMR integration.

**Member-Centric,
Value-Based Approach**
Boosted satisfaction
and compliance through
personalized, data-driven
support.

Carenet Health

Case Study

Enhancing Member Experience and Business Outcomes for a Medicaid Plan

The **Big** Picture

This case study examines the collaborative efforts between Carenet and a major Texas-based Medicaid plan focused on women and children. By leveraging Carenet's tech-enabled healthcare services, the client aimed to improve member engagement, enhance clinical outcomes, and optimize operational efficiencies.

- Redetermination reminder calls to encourage member reenrollment.
- API integration with the client's EPIC EMR for seamless data sharing and an improved member experience.

Carenet supported the client in two key areas:

01. Clinical Support Services
24/7 Nurse Advice Line (NAL) for CHIP and STAR Kids members, including behavioral health.

- Member services for after-hours, holidays, and weekends.
- Adherance to URAC standards for NAL services.in preventive healthcare.

02. Engagement Services
Annual wellness appointment scheduling for children.

- Redetermination reminder calls to encourage member reenrollment.
- API tintegration with the client's EPIC EMR for seamless data sharing and an improved member experience.

The combined focus on clinical engagement and operational efficiency exemplifies Carenet's commitment to co-creating value with its clients, driving measurable improvements in business outcomes and member satisfaction.

Strategic Approach

Carenet leveraged its insight-driven orchestration and operational excellence to deliver results that directly addressed the client's priorities:

- Enhancing compliance with CMS regulations.
- Increasing member engagement in preventive healthcare.
- Redirecting care for improved cost-effectiveness.
- Streamlining member services to elevate satisfaction and loyalty.

Strategies Implemented

01. Clinical Excellence

Delivered a scalable, multi-tenant Nurse Advice Line service that provides real-time clinical guidance and behavioral health support.

- Integrated operations to ensure alignment with nationally recognized URAC standards for quality and safety.
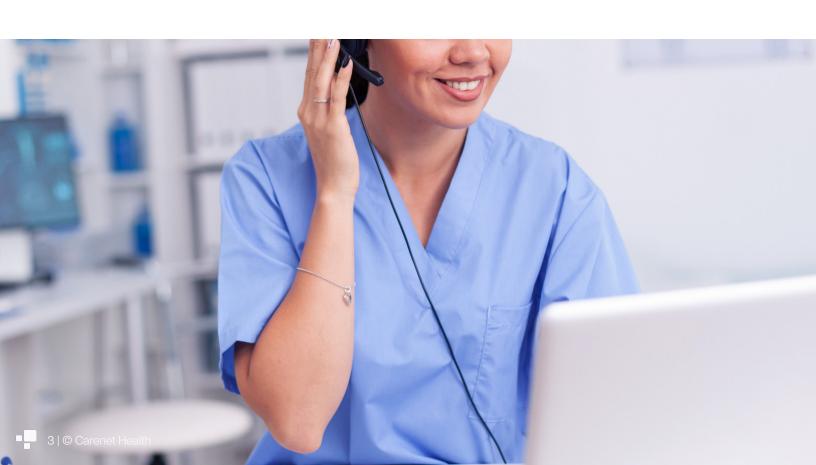
02. Consumer-Centric Engagement

Conducted well-child scheduling outreach to drive pediatric preventive checkups, targeting compliance with healthcare guidelines.

- Executed redetermination campaigns to simplify the reenrollment process for qualified members.

03. Technology Integration

Developed an API connection to the client's EPIC EMR, ensuring seamless integration and an enhanced member experience.

Results

Carenet's services achieved impactful results, reinforcing its ability to deliver both health and business value.

96% satisfaction with Nurse Advice Line services, driving trust and member loyalty

67% of members redirected to proper care, reducing ER use and achieving 4:1 ROI

9.7:1 ROI from 59K well-child appointments, improving care compliance

388K service calls managed after-hours, ensuring member access and engagement

Clinical Support Services:

- **18,695 Total NAL Calls**, including 3,660 behavioral health calls.
- **67% of Members Redirected** to an appropriate level of care, reducing unnecessary emergency room utilization.
- **96% Member Satisfaction** with NAL services.
- Achieved **4:1 ROI** in cost containment via clinical redirection.

Member Services and Engagement

- **59,596 Appointments Scheduled** for well-child visits, offering a **9.7:1 ROI**.
- **6,616 Redetermination Interactions**, achieving **146% Goal Attainment** in contact conversions.
- Reinforced the client's Medicaid compliance and reduced coverage gaps with targeted reenrollment efforts.

Operational Efficiencies

- Managed **388,092 Member Services Calls**, ensuring accessibility during critical after-hours periods.
- Improved member satisfaction and retention through frictionless service and proactive engagement.

Key Success Factors

The success of the partnership stems from several strategic advantages:

01. Expertise in Value-Based Care
Delivered high-quality clinical support aligned with pay-for-performance models, improving health outcomes over time.

02. Data-Driven Insights
Seamless integration with EPIC EMR enabled real-time
data sharing, creating a 360-degree view of members and optimizing engagement strategies.

03. Commitment to Member-Centric Operations
Elevated member experience with consumer-friendly interactions and personalized support.

04. Proven ROI
Achieved measurable cost containment, demonstrating the financial value of Carenet's services to its clients.

Collaboration in Action

Carenet and the client worked together to meet pressing challenges in member engagement and clinical access. For example:

- By redirecting unnecessary emergency calls, the NAL dramatically reduced healthcare costs while maintaining positive health outcomes.

- By supporting members in scheduling wellness visits and reenrolling in benefits, Carenet contributed to better preventative care participation and Medicaid compliance.

Lessons Learned

These outcomes illustrate Carenet's ability to balance technology, clinical expertise, and member engagement to deliver results that go beyond transactional services.

01. **Technology Integration Enhances Member Experience**
API integrations, such as the connection with EPIC EMR, streamline operations and improve data accuracy, directly benefiting members.

02. **Proactive Engagement Drives ROI**
Outreach efforts like redetermination calls and appointment scheduling significantly improved key performance metrics.

03. **High-Touch Clinical Support is Critical**
The Nurse Advice Line provided clinically relevant, timely, and impactful guidance, elevating the client's health outcomes while containing costs.

Forward Vision

Carenet remains committed to empowering its client partnerships through agile innovation, operational excellence, and evidence-based results. The success of this collaboration not only highlights the potential of tech-enabled healthcare services but also serves as a model for future partnerships in value-based care.

The name of the client in this case study has been excluded at the client's request, due to company policy.

About us

For more than 20 years, Carenet Health has partnered with 500+ premier payers, providers, and healthcare technology and services enterprises to measurably improve engagement, efficiency, and meaningful business and health outcomes. Carenet combines AI-powered technology, insight-led orchestration, and experienced clinical operations to deliver high-tech, high-touch solutions. It was recently recognized as a Major Contender in Everest Group's PEAK Matrix® for Patient and Member Engagement Platforms. Learn more about how Carenet is powering the business of healthcare at carenethealth.com.

How can we help your organization?

@ marketing@carenethealth.com

📞 800.809.7000

🌐 Learn more at carenethealth.com